

Oracle 1Z0-340-246

Oracle Eloqua Marketing 2026 Implementation Professional

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Questions**

<https://certs4sale.com/oracle/1z0-340-246-pdf-exam-dumps>

Version: 4.0

Question:1

Which two roles are recommended to participate during configuration implementation? (Choose two.)

- A. Eloqua Sales Users
- B. Eloqua Marketing Managers
- C. Eloqua Executive Sponsors
- D. Eloqua Power Users
- E. Eloqua Administrators

Answer: DE

Question:2

Which Default Update Logic would you choose if the client would like the Salesperson contact field to be updated even if the new value is blank? (Choose the best answer.)

- A. update if new value is not blank
- B. update if new email address
- C. always update
- D. update if blank

Answer: D

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/ContactFields/Tasks/CreatingContactFields.htm

Question:3

A contact has multiple values populated within the "Interest Area" multiselect field in Eloqua. However, when you go to the contact record, no values are highlighted.

Which two are reasons for this? (Choose two.)

- A. The values populated are lowercase, whereas the values within the picklist are proper case.
- B. The values are correct but they are delimited with a comma,
- C. The values are correct but they are delimited with a double colon ::
- D. The values populated do NOT match the values within the picklist.

Answer: BD

Question:4

Which two frequency options are NOT available in the drop down when creating Agents? (Choose two.)

- A. Monthly
- B. Weekly
- C. Once
- D. Quarterly
- E. Bi-Weekly
- F. Daily
- G. Never

Answer: DE

Reference: https://www.youtube.com/watch?v=tt2An45P_7g

Question:5

On which domain in an Eloqua email is Domain Key Identified (DKIM) signing performed? (Choose the best answer.)

- A. User email address
- B. "Reply-To" email address
- C. Subsite domain
- D. "From" email address
- E. "To" email address

Answer: D

Question:6

While using the Contact Washing Machine app for a data normalization project, which action would allow you to combine the value from two separate fields into one? (Choose the best answer.)

- A. Math
- B. Replace
- C. Lookup
- D. Compost

Answer: C

Question:7

What does Oracle Eloqua use to find the optimal time to send emails to each individual contact with the Send Time Optimization feature? (Choose the best answer.)

- A. historical open data
- B. average engagement rate
- C. current click rate
- D. anticipated open data

Answer: A

Reference: <https://greg-staunton.com/eloqua-send-time-optimization>

Question:8

What occurs after a campaign reaches its end date? (Choose the best answer.)

- A. The campaign returns to draft mode, and users can reactivate it after changing the end date to a later date.
- B. The campaign continues to flow contacts through until it is manually deactivated by a user.
- C. The campaign becomes read-only, and campaign activity is no longer tracked.
- D. The campaign becomes read-only, and campaign activity is tracked for another 12 months.

Answer: D

Reference: <https://docs.oracle.com/en/cloud/saas/marketing/eloqua-user/Help/Campaigns/Tasks/ActivatingAndDeactivatingCampaigns.htm?cshid=ActivatingAndDeactivatingCampaigns>

Question:9

Which two are use cases for using Data Import and Export features? (Choose two.)

- A. a scheduled import of external data to Contacts or Accounts
- B. a scheduled export of Custom Object data
- C. a scheduled export of Activitydata
- D. a scheduled import of external data to a Custom Object

Answer: AC

Question: 10

Which three factors negatively affect an IP address' sender reputation? (Choose three.)

- A. high engagement
- B. inconsistent send volumes
- C. recycled spam trap
- D. spam complaints
- E. lists of active contacts

Answer: ADE

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